

DECEMBER 2021 & 2021 Year Highlights



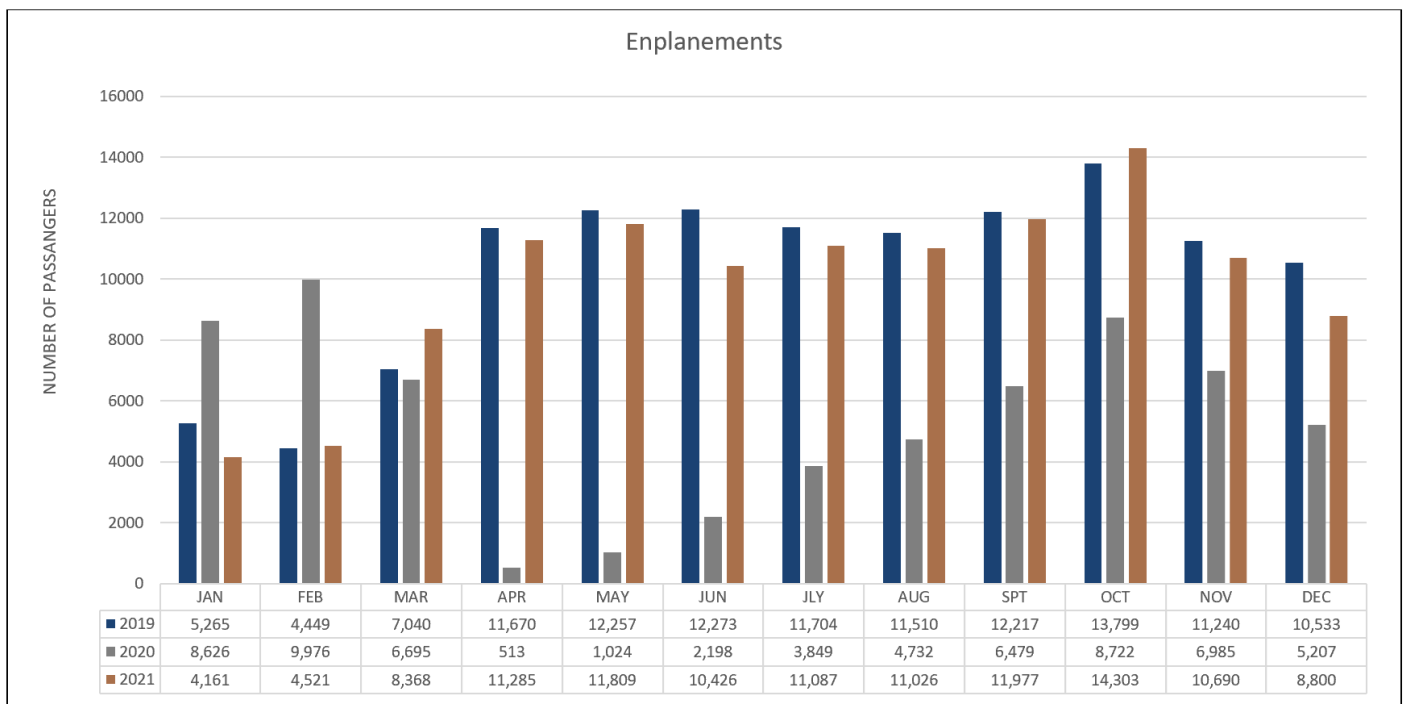
AIRPORT – December 2021:

AIRPORT STATS:

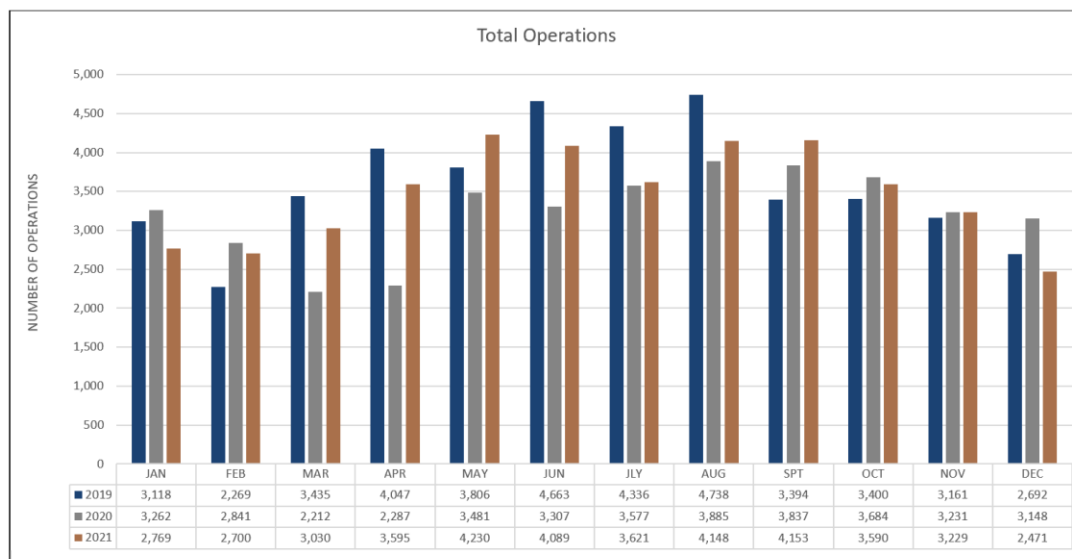
Each month the Flagstaff Airport receives and tracks information on **passenger enplanements, fuel sales, and operations**. This information is presented to the Airport Commission for questions, comments, or further explanations on variations. Each tracking has importance to our airport for the following reasons shared below.

ENPLANEMENTS assist in showing growth which is important to an air carrier when looking to add routes, more days, etc.

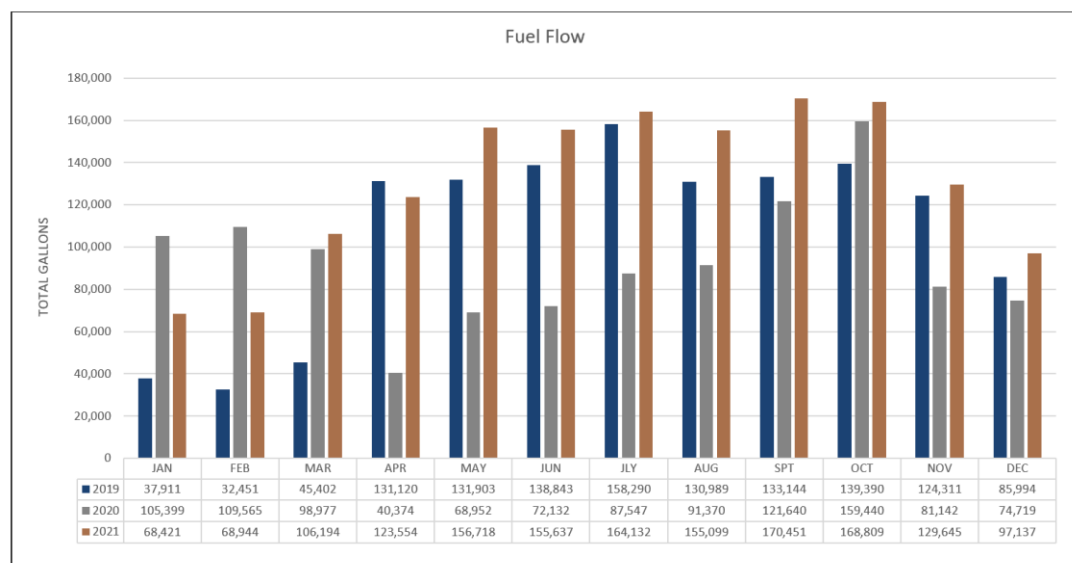
- **8,800 total enplanements for DECEMBER...great seeing the continual uptick in flying patrons.**
- **11 flights daily - 3 to Denver, 3 to Dallas Fort Worth, and 5 to Phoenix – Please Fly Flagstaff First!**



OPERATIONS, which is either one take-off or one landing, show just how busy the airport is from month to month.



FUEL FLOW:



[Data Table]

AIRPORT MARKETING ONGOING: Advertisements shared locally in printed publications and outward facing to Denver and Dallas markets.

NATIONWIDE DELAYS & CANCELLED FLIGHTS: Delays and Cancellations nationwide starting the day before Christmas and through New Year's Eve. A weeklong snow event canceled 1,000's of flights. Flagstaff did have some flights canceled because of weather, but the airport was able to reopen in less than 24 hours after the initial start of the storm.

AIRCRAFT RESCUE FIRE FIGHTING: Aircraft Rescue Fire Fighter/Operations Staff held interviews to fill two vacancies. After the lengthy process one candidate was selected. We are proud to announce the hiring of **Skyler Lofgren** to become our next Aircraft Rescue Fire Fighter/Operations member. Skyler is very familiar with our airport; he comes to us from the Flagstaff Fire Department Wildlands Crew which is located on the airport. **WELCOME SKYLER!**



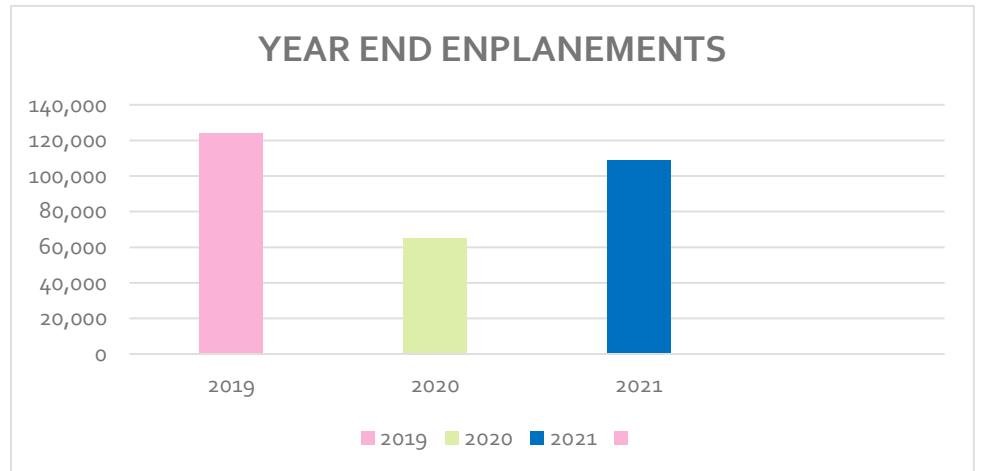
AIRPORT – Year Highlights:

ENPLANEMENTS:

2019: 123,957

2020: 65,006

2021: 108,453



SECOND PARKING LOT PROGRESS: Construction was in full swing!



CARES ACT PROJECTS: Contracts were signed for the Six Job order Contractors to perform vertical and horizontal work on the airport, which will be funded through reimbursable CARES Act funds. Some of the first projects will include work on the aircraft storage hangars, the terminal ramp, and structural improvements to the terminal.

SNOWSTORM: Airport staff was able to test the new snow equipment. The new multi-head unit proved to be very useful during our storms.



AIRPORT AIR CAFÉ: Our 7 Wonders campaign was wrapped on the airport café wall to encourage visitors to extend their stay and see more attractions.




AIRCRAFT RESCUE FIRE FIGHTING STAFF TRAININGS: Staff held several trainings as well as attended trainings in order to remain in compliance. One of the trainings they do each year is a training session with Greater Flagstaff Fire units to train on the equipment on Airport Foam Units. This training is helpful in the event of multiple off airports working in conjunction with Aircraft Rescue Fire Fighters.



MARKETING, MARKETING, MARKETING: Efforts continued the entire year to raise enplanements to our airport, to share safety measures, as well as reminders to our flying patrons!

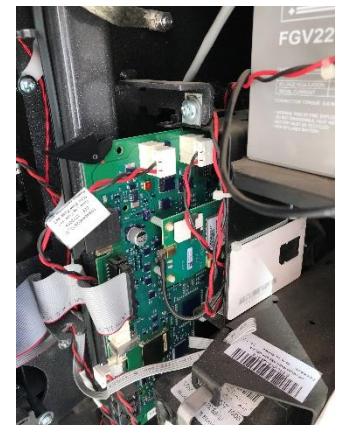


PARKFLAG – December 2021:

KIOSKS: Staff completed the installation of 104 modems in all functioning kiosks in the Downtown Parking District. This project has been extremely time inclusive and there was a celebratory moment in the ParkFlag office upon completion. 

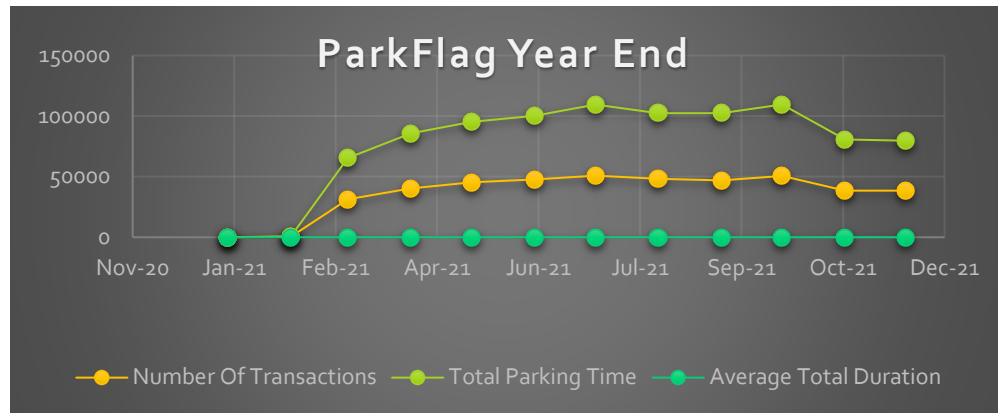
WE'RE HIRING!: ParkFlag scheduled three interviews to fill open Parking Aide Positions.

AMBASSADORSHIP: ParkFlag continued to answer questions to our visiting public as well as issue more warnings than citations to keep parking regulated, but friendly.



PARKFLAG – Year Highlights:

- Total Number of Transactions in 2021:
428,537
- Total Hours Parked in 2021:
931,672
- Average Duration Parked:
2 hours



PARKING RESUMED: The ParkFlag paid parking program resumed March 1, 2021.

NEW CURBSIDE SIGNS: Staff ordered and designed new signs for a more appealing look to downtown parking.



MORE PARKING CREATED: Community Investment Team worked alongside several City staff and partners to create more parking spots in the Foundation for Senior Living parking lot as well as the Old Municipal Court location.



ANNUAL PARKING REPORT: Each year staff puts together a Park Flag Annual Report that is available in print and online. If interested, please reach out to Gail Brockman at gbrockman@flagstaffaz.gov.

BEAUTIFICATION AND ARTS & SCIENCE - DECEMBER 2021

COMPLETED PROJECT

Flagstaff bid adieu to the temporary (and contemporary) public art piece **Retro Maven** displayed on the Southside in front of Thrift for Goodness Sake on the corner of Phoenix Avenue and Beaver Street for several months. The piece is by Arizona artist Michelle Meyer, who received a \$15,000 cash prize for the selection of her art as part of the national art contest [ArtPrize](#). The image below (courtesy of [Creative Flagstaff](#)) is from the December Art Walk event; the artist is shown with the '[Snoods of Snood City](#)' from the event below. The City of Flagstaff and Creative Flagstaff supported the display of this piece in Flagstaff. The piece was also displayed at the national ArtPrize event in Grand Rapids, MI earlier in 2021.



PROJECTS

- **Airport Parking Lot Artwork:** Staff presented the art concept plan to BPAC on December 13 and to City Council on December 14 and received positive responses. Staff moved forward on a new footnote design and procurement processes for the project. Staff had meetings with Procurement, Legal, and Capital staff to talk through issues of the artist contract amendment and the upcoming parameters of the procurements of fabrication and installation.
- **Aspen Avenue Niche:** Staff received signed business license agreement from Century Link and will begin a slimmed-down version of this project in 2022 to include bicycle racks, aesthetic fencing, and seating.
- **Flowers/Enhanced Landscaping:** Staff replaced a stolen spruce tree on the Southside and finalized the contract renewal and changed scope with legal and procurement to prepare for the January 14 presentation to Council.
- **Historic Southside Community Garden Placemaking:** We anticipate the Call to go out to the community in early 2022 to add aesthetic/artistic/placemaking elements to this community garden on O'Leary street.
- **Holiday Decorations and Lighting:** Beautification-funded items such as the large light ornaments at the Fourth Street Gateway and the Mall, the wreaths downtown, and the twinkling spruce trees on the Southside and in Heritage Square added to Holiday Cheer throughout the season.
- **Lone Tree Overpass:** A Design Team meeting was held to formulate a community survey for aesthetic enhancements and to define the role of the public art process in the project. The City scoped the landscape architect responsible for the aesthetics to bring a public artist on board.
- **Rotary Club Centennial Mural Beautification in Action Grant:** BPAC approved the final design for a Centennial mural titled *Volunteerism Leads to Peace* by Flagstaff artist Lindsey DeStefano. The mural will be painted on the back of the Peace Surplus building downtown, with installation anticipated in the spring or summer of 2022. A sketch of the proposed work is shown (right).



PROGRAMS & OUTREACH

- **National Public Art Map:** Staff researched the national WESTAF Public Art Archive and Map to prepare for the inclusion of key pieces in Flagstaff to the collection and researched local professional photographers to assist with this effort and to help capture our collection more fully.

- **Program Workplan:** BPAC reviewed and updated their Budget retreat work at the December Commission meeting. Staff began implementing a responsive workplan for 2022.
- **Tour of Creative Flagstaff's Arts Digital Resource Center:** Learned more about this exciting new community resource at the Coconino Center for the Arts. This site is intended to serve the entire art, culture, and science nonprofit community in Flagstaff with technical resources and training.
- **Traffic Signal Cabinets 2021:** An email blast and Facebook post promoted the recently installed art wrap at Mall Way and Market Place by local artist Kayley Quick.

BEAUTIFICATION AND ARTS & SCIENCE – Year Highlights:

COMPLETED PROJECTS:

NEW ALLEY ART PIECE: The Beautification in Action (BIA) Grant approved by the Beautification and Public Art Commission (BPAC) is complete and installed! *See photo, right.* The piece is by watercolor artist Roberta Rogers and is a vinyl wrap piece applied for by the artist and local business-owner David Stephens.



BUFFALO PARK: The interpretive signage at Buffalo Park (updated and installed last year) received a new frame, the attractive metal frame (seen right) provided by Artisan Metalworks.



SELF-GUIDED TOURS: Completed **two *NEW* self-guided art tours, one for biking and one for walking!** The maps are available here: <https://www.flagstaffarizona.org/things-to-do/arts-culture/public-art/>



PUBLIC ART WALKING TOUR

Explore more than 20 pieces in Flagstaff's public art collection within a 1.5-mile walkable loop of Historic Downtown and Southside Historic District.

[View Map](#)



PUBLIC ART BIKING TOUR

This scenic path winds through Historic Downtown, Historic Southside District, Northern Arizona University campus and Sawmill Multicultural Art and Nature County Park.

[View Map](#)

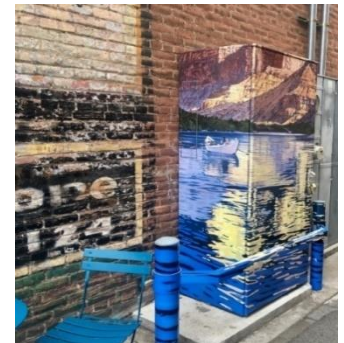
COURTHOUSE ART PIECE: Local artist Marie Jones' piece *Among Trees* now graces the new Courthouse building on Cherry Avenue. It includes a poem, *I Go Among Trees* by Wendell Berry. The metal piece is waterjet cut Corten and powder coated steel. The Corten will continue to deepen as its weathers. Below is a picture from the ribbon cutting ceremony in June with Mayor Deasy, some Councilmembers, City staff and attendees from the community.



FLOWER PROJECT IN THE HISTORIC CORE, YEAR 2: The program is now substantially planted, including a continuation of the pollinator garden in Heritage Square. The program has increased to 30 hanging baskets, wine barrel plantings to support the gazebos in Heritage Square, an expansion to the Southside with hanging baskets and wine barrel plantings, and four new large planter boxes (see image on next page). Signage on the planter boxes was created in conjunction with Discover Flagstaff and the Downtown Business Alliance.



ALLEY ART: A new **alley art piece** was installed downtown, in the alley south of Heritage Square that is perpendicular to Aspen Avenue. Local artist **Bruce Aiken's** painting was transferred to vinyl wrap and placed on a metal electric box, bringing additional color and interest to the alley. This is a Beautification in Action Grant funded in June 2021. See image (right) of the water and Grand Canyon view that Bruce captured; he spent many years there as a guide. Thank you to community member David Stephens for instigating this project.



TRAFFIC SIGNAL CABINETS DONE:



BUS ART ON CLIMATE CHANGE AND HOPE: Staff presented and BPAC approved the selection panel recommendations for the project. Staff commenced with artist agreements and fabrication. Contracts with artists and Mountain Line are near completion. Staff also created a ½ page handout on the artists and designs and drafted a webpage about the project to share when it is installed. We anticipate installation in August. Two examples of the selected designs are included above. Thanks to our VISTA member for leading this project!



Climate Change and Hope Artwork on Mountain Line Buses

Artwork centering **climate change and hope** are displayed within the rear ad spaces of five Mountain Line buses! This project is a collaboration between the Beautification and Public Art Commission and the Sustainability Commission, and accomplishes several goals: to spread hopeful climate change messaging, beautify our streetscape, and provide opportunity for artists in our community. Designs by five artists, including two high school students, were selected by community members and can be found circulating throughout Flagstaff over the next year.

Meet the Artists:

Dana Kamberg is a local artist best known for her graphic illustration and portraiture work. Her work has been featured in The Heartbox Gallery in downtown Flagstaff, the Refuse des Salons show in Sedona, and CreateMagazine. Dana was involved in the recent mural for Salsa Brava off Route 66. Looking ahead, she intends to continue her work in community-based projects, and further her personal exploration in utilizing portraiture as a means of representation and advocacy.



Beau Arenas Ortiz is a recent high school graduate who works in the fields of graphic design and visual arts. He earned a Graphic Design certificate and an Adobe Photoshop certificate at Flagstaff High School. He's passionate about climate change issues and hopes to spark a change with his designs.

Kayley Quick is a Flagstaff-based artist that uses a variety of mediums to create work – both physical and digital. Kayley graduated with a degree in Art Education in 2009 from NAU, and currently teaches Graphic Design at Flagstaff High School.



My name is **Luke Giles**, I am a senior at Flagstaff High School. I have a technical mind, I love graphic design, and I have a big soft side. The things that matter most to me are finding love, loving a job that I will work for (for the rest of my life), and cherishing the things that I already have.



Nate Nise is a photographer and graphic designer from Arizona who gets his inspiration from the natural landscapes of the Earth. His goal is to continue exploring landscapes around the world, showcasing one-of-a-kind locations and emphasizing the importance of protecting them.



RESTORATION ASSISTANCE: The City provided restoration funds for the iconic and highly visible Murdoch Center Mural along Butler Avenue (pictured below, left). The Southside Community Association also unexpectedly stretched the funding to help support **three new murals** as well, providing bright surprises! (One of the new murals is pictured below, right). Participating artists include locals Dr. Ricardo Guthrie and Duane Koyawena.



ECONOMIC DEVELOPMENT: (Business Attraction, Retention & Expansion)

BUSINESS ATTRACTION – DECEMBER 2021:

Attraction Efforts:

- *UACJ Whitehall Industries* – To date has hired 67 full time employees with more positions that will be created soon as additional shifts are added to their production line. Whitehall is already gearing up for an expansion and has secured an additional 46K square feet of space that will be used for supplementary manufacturing lines and storage.
- *Pipe Trades Association* – Our Economic Development Team and ECoNA continue to assist the Pipes Trade Association as they look for a permanent home in Flagstaff. We will be touring several additional sites in the coming weeks and hope to secure a location very soon. This organization helps develop skills in a variety of

trades including welding, machining, etc. They will help supply additional skilled professionals for the construction industry to assist with the numerous large development projects on the horizon.

- *To Be Announced (Soon!)* – ECoNA, NAU, and the City have been holding discussions with a large sports-based organization. The hope is that this organization will be able to continue to grow in Flagstaff and provide an additional attraction-based opportunity for our residents and tourists. This client has requested a certain level of confidentiality, but we hope to provide additional information in the very near future.
- *To Be Announced (Soon!)* – The owner of the former Office Max building has signed a lease with a new tenant. The business that will be taking over this space is an attraction-based company that will be providing a new recreation opportunity that promises family fun for our community.

Airport 31.45 Acre Parcel: The Airport 31.45-acre master development process is continuing to progress. Staff has been meeting with Genterra regularly for the past several months, negotiating a ground lease agreement. Staff received additional direction from Council this month to finalize the last few negotiation terms that are still pending. This ground lease will outline many important aspects of this parcel's development and will also include the revenue structure that will ultimately benefit and support our growing airport.

Events: International Council of Shopping Centers (ICSC): Staff attended the ICSC event this year held in Las Vegas, NV with ECoNA, the City of Winslow, and the Town of Camp Verde. This event is one of the largest retails and development conventions held in the nation. Staff attended various meetings with real estate brokers, developers, and retail/restaurant-based businesses over the three-day conference. With an abundance of new contacts and potential leads, staff hopes to bring more nationally acclaimed retail favorites to our community. *Pictured: President/CEO of ECoNA, Gail Jackson, CoF Business Attraction Manager, Jack Fitchett, Econ Dev Director of Winslow Una Wirkebau, Econ Dev Director of Camp Verde Steve Ayers.*



Other Attraction Highlights:

- Two Hands – Is a new restaurant that has a fun take on the classic corn dog. They opened this month at Aspen Sawmill, and I can tell you from my own experience this will be something you have to try!
- A tenant has been secured for the former Bed Bath & Beyond building. The Safeway Plaza team will announce this new business during quarter one of this year and the new tenant will open shortly thereafter. I will keep you all apprised on who the new company is once it is announced.
- The Flagstaff Mall continues to make renovations to their site with more improvements planned for the near future. Bowlski, a new bowling alley and restaurant is now expected to open by the end of February, which will bring the mall to 96% capacity.
- The Economic Development Team conducted a 'Year in Review' presentation for Council. This presentation covered a variety of topics, updates, and successes related to economic development. To view the presentation please click [here](#).
- Staff has been meeting with Placer.AI regularly over the past month to learn how to take advantage of all their software's capabilities. Placer.AI is taking the place of Buxton which was the City's former consumer data tracking software. This new software also appears to have potential to assist our regional planning efforts and staff is exploring this opportunity.
- A complete list of all the ongoing and scheduled development in Flagstaff can be found [here](#). This Development Status Report was updated this August by our Community Development Division.



BUSINESS RETENTION & EXPANSION – DECEMBER 2021:

MARKETING

BUSINESS FACILITIES MAGAZINE: BR&E Manager and Business Attraction Manager continue to collaborate to tell the stories of business opportunities of Flagstaff to help businesses grow or to locate and grow in this community. Staff delivered new content for Business Facilities newsletter which hits their subscribers twice a week.



PROJECT UPDATES

JOY CONE COMPANY: Staff continues to work with Team Flagstaff and Joy Cone Company to meet current and future needs of the world's largest ice cream cone manufacturer. Staff has recently included a representative from the Attorney's Office to participate in the dialogue with Joy Cone Company and another business that is hoping to expand an easement on the Joy Cone property. The expanded easement will facilitate the delivery of greater cell service at a lower price.

S.T.E.M. CITY: The S.T.E.M. City organization recently hired a new S.T.E.M. Coordinator. Sylvia Johnson comes to S.T.E.M. City out of very brief retirement after a long career in the Flagstaff Unified School District.

NORTH POLE EXPERIENCE (NPX): Economic Development staff met with a growing Flagstaff business. The owner of the North Pole Experience connected with Economic Development staff to discuss expansion possibilities in Flagstaff. NPX is hoping to find a 20,000 square foot facility or a property to accommodate such a building as demand is growing steadily.

PROGRAM UPDATES

BUSINESS RETENTION AND EXPANSION INCENTIVE: Contracts have been sent to Katalyst Space Technologies and Dark Sky Brewing both businesses having successfully applied to the program and will be awarded through the Business Retention and Expansion Incentive program. Dark Sky Brewing has been making great progress submitting receipts for reimbursement already.

ADAPTIVE REUSE PROGRAM: A fourth business has submitted their application to the Adaptive Reuse Program. Staff is currently reviewing the application and business plan.

ECONOMIC DEVELOPMENT – Year Highlights:

UACJ WHITEHALL INDUSTRIES: Officially announced that they will be opening their fourth facility here in Flagstaff at the former Walgreens Distribution Center! Whitehall Industries manufactures electric automotive components for companies such as Tesla, Lucid Motors, and Rivian. This was a huge win for the Economic Development Team and Whitehall is the largest new employer to choose Flagstaff in the last five decades. They are currently navigating several building permits and will be looking to fill over 120 positions in the next several months. They hope to further expand in Flagstaff over the next 5 years, creating an additional 200+ positions. They anticipate they will begin operations within the next 60 days. This was a momentous team effort and could not have been done without our partners; Coconino County, Kinney Construction Services, and the Economic Collaborative for Northern Arizona (ECoNA).

AWARD FOR BEST DEAL OF THE YEAR: ECONA and the City of Flagstaff won the **Golden Prospector Award for the Best Deal of the Year** for Whitehall's Attraction.



KATALYST SPACE TECHNOLOGIES: Will be moving into their new home on Innovation Mesa at the Business Accelerator (NACET) at the beginning of May. Katalyst is a fledgling aerospace company that was the first business awarded the Job Creation Incentive. Katalyst is currently working on getting their team to Flagstaff and will hire several new employees and interns to support their growing aerospace business. Katalyst plans to create 30+ jobs for Flagstaff in the next three years.

NEWLIFE FOREST RESTORATION: NewLife Forest Restoration invited regional partners to join in the celebration of the grand opening of their facility which will provide full forest profile capabilities; another way to say that is that the facility will be able to process small limbs, the largest of trees and everything in between.

- The event was well attended with representatives from Kirsten Sinema's Office, from Senator Kelly's Office, and from the Arizona Commerce Authority among others.
- Elected officials also attended: Supervisors Matt Ryan, and former Supervisor Art Babbott, and current Flagstaff City Councilmember Regina Salas.
- Councilmember Regina Salas presented the NewLife Forest Restoration CEO Ted Dergousoff with a proclamation from the Mayor and Council recognizing the impact of the forestry industry returning to the region.



ECONOMIC DEVELOPMENT INCENTIVE SUMMARY:

ADAPTIVE REUSE INCENTIVES: 3 recipients

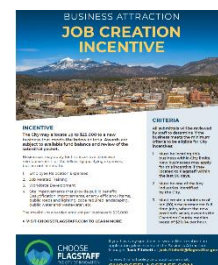
- Laura Chamberlin, Professional Chef
- Dark Sky Brewing
- Liminal

BUSINESS RETENTION AND EXPANSION INCENTIVE: 2 recipients

- Dark Sky Brewing
- Katalyst

JOB CREATION INCENTIVE: 2 recipients

- **Katalyst** was awarded 15K and added 10 additional jobs since they first arrived in Flagstaff
- **Whitehall** application just received and in review

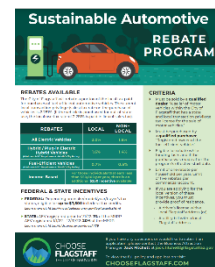


DEVELOPMENT REINVESTMENT INCENTIVE: Has not received any applications yet. This is largely because this incentive is designed for a major company that is building a new site/facility.

SUSTAINABLE AUTOMOTIVE REBATE: **17 successful applications and recipients** with over \$7,000 in funds awarded.

INNOVATE WASTE/PPE CHALLENGE: **2 recipients**

- BeeWell
- CozyHome



LIBRARY – DECEMBER 2021

LIBRARY STATS:

	November 2021	December 2021	Difference
Unique Borrowers	3,774	3,508	-7.5%
Total Circulation	25,586	25,922	+1.3%
Reference Help	2,868	2,732	-5.0%
Door Count	14,151	8,863	-59.6%
Computer Sessions	1,740	1,526	-14.0%
Note: these numbers are a month behind due to reporting timeframes			

VALUE OF USING THE LIBRARY: The retail cost of each item any patron checked out from the library in the month of December are:

- Downtown library: \$312,133.74
- EFCL: \$135,618.89
- TOTAL: \$447,752.63

EFCL STAFF LENDING A HAND: EFCL staff members Kristi, Felicia and Sarah W. went above and beyond on the afternoon of Mon Dec 27 to make sure a couple had a place to stay that snowy evening. The couple was stranded and had missed their bus. Most of the motels were booked or too expensive for them. They weren't comfortable going to a shelter. These three staff members all tag teamed calling different hotels and asking for "holiday miracles," etc. until they finally found something.

EFCL HOLIDAY PROGRAMS: This year we gave out 40 holiday card-making kits in early December, each with enough supplies for a family of 4. They included hot cocoa and cider packets as well as card- and ornament-making supplies. We asked folks to donate at least one card back to us to donate to folks who were hospitalized during the holidays. We also reached out to local school art classes for card donations. We were able to donate 250 cards to Northern Arizona Healthcare and 20 to Rehabilitation Hospital of Northern Arizona. We got a shout out on NAH's Instagram!



EFCL LGBTQ+ BOOK CLUB: In December, Gideon the Ninth was discussed and we received a number of positive patron comments including: "I like that everyone is invited to speak, and that correct pronouns are respected and practiced." and "I LOVED the sci fi book, I'd love to see more of this type of book in the future."

EFCL STAFF TRAINING: EFCL had a guest speaker (Estella Hollander) at our last meeting who introduced staff to Mountain Line's new "Rides on Demand" service. Patrons can inquire at EFCL's front desk to receive a password for two free rides.

REFERENCE BY MAIL: The Library received the following comment from a grateful user of the Library's Reference by Mail service for incarcerated individuals: "Let me begin by saying thanx for your quick and accurate response to my previous request it helped a great deal in my query... Just wanted you to know that the 3 questions that you guys do is a wonderful and grateful thing."

REF BY MAIL STAFF TRAINING: On Dec 15, 12 library staff attended a training on best practices for responding to reference questions by mail received from individuals who are incarcerated. We are excited to have our newer staff members now trained to help with this service!

PROGRAMMING SURVEY COMMENTS: The following positive patron comments were received through the Library's [Adult Programming Survey](#):

- Thanks for all you do! And for being COVID-safe!
- You've maintained an outstanding job providing programs and media to the community during the COVID Pandemic.
- I'm always impressed by your efforts to support and enrich our community! You rock!!!
- Thank you for being here!
- You are doing a fantastic job! We love the library!

COZY TAKE & MAKE CRAFTS: The Downtown Library's Information Desk distributed 69 take and make craft kits in December. Kits featured supplies and directions for creating 3-D paper snowflakes, sock snowman, and origami poinsettia and Christmas Tree crafts.

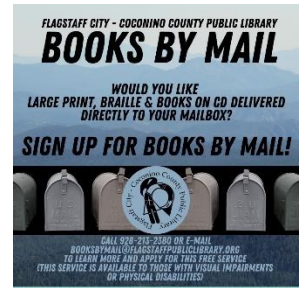


LIBRARY – Year Highlights:

BEST OF FLAG: For the 4th year in a row and the 7th overall, the **Flagstaff Library was chosen as Best Public Agency for 2020!** We are thankful to the Community for its support and understanding as we navigate this unique time together! [Best of Flagstaff Winners edition 2020 by Arizona Daily Sun - issue](#)

NEW CATALOG VIDEOS: Reference staff created video tutorials highlighting the features of the Library's new online catalog system. One video covers how to access your library account and new account features and another video demonstrates how to search and place a hold. These videos can be found at <https://tiny.cc/FlagLibSearch> and at <https://tiny.cc/FlagLibOnline>. Spanish versions of these videos will be available soon.

BOOKS BY MAIL: The Downtown Library is launching a new Books by Mail service on March 1st. Through this free service, the library will send large print books, braille books, and audiobooks to homebound residents of Coconino County who are otherwise unable to access library materials. This service is open to those with physical or visual disabilities who are eligible to receive these materials postage-free through the "FREE MATTER FOR BLIND OR DISABLED PERSONS" postal provisions. For more information or to start the application process email booksbymail@flagstaffpubliclibrary.org or call 928-213-2380.



JEFF KINNEY DRIVE-THRU: On March 24th, popular author Jeff Kinney of "Diary of a Wimpy Kid" fame came to the Downtown Library to host a drive-thru for his new book "Rowley Jefferson's Awesome Friendly Spooky Stories." Approximately 167 cars attended the drive-thru, with traffic rotating through the City Hall parking lot and down the block near the end of Aspen Avenue. Many of the cars were "dressed up" in appropriate "Wimpy Kid" attire, and full to the brim with kids excited to take part in the spooky scary drive-thru! This was in partnership with Brightside Bookshop.



Amber Meyer takes a book from the grave digger's shovel Wednesday evening during a drive-thru book launch event for author Jeff Kinney Diary, known for his "Diary of a Wimpy Kid" franchise, at the Flagstaff public library. The event was sponsored by Bright Side Bookshop.

HOOPLA PROMOTION: Staff placed ads sharing the Hoopla program to our community.

Instantly borrow eBooks,
audiobooks, comics, movies,
and more 24/7 with your
Flagstaff library card.

Download the hoopla app,
or visit hoopladigital.com

DOWNTOWN LIBRARY
300 West Aspen Ave.
Mon - Fri 10am - 4pm
Call 928-213-2333

EAST FLAGSTAFF COMMUNITY LIBRARY
3000 N. Fourth Street, Suite 5
Mon & Wed 2pm - 6pm, Fri & Sat 10am - 2pm
Call 928-213-2348
flagstaffpubliclibrary.org

STAT. PLAY. DISTANCE AND RESPONSIBLY



EAST FLAGSTAFF COMMUNITY LIBRARY (EFCL) 2021 RECAP:

- We welcomed 5 new staff members 😊, 4 of them all at once!
- We got a BIA grant, which enabled us to get planters and hire an artist to design vinyl bench wraps.
- We started a seed library and gave out 497 seed packets.
- We answered 14,237 questions (averaging 17 per hour of service).
- We loaned 72,177 items, valued at over \$1,133,664.68 (value is missing the month of Jan21).
 - Averages to 88 items loaned per hour of service.
- We hosted 150 programs and had 1,204 participants (average of 8 participants per program).
- We gave out 1,930 activity kits (46 unique activities; these are not counted in the programs above).
- We increased board games for checkout and loaned 320 board games.
- We created 1,647 library cards.
- 4,049 people used our computers for 5,181 sessions.
- 9,237 Wi-Fi sessions were utilized.
- We pulled 18,484 holds.
- We started selling back weeded books through Baker & Taylor's Sustainable Shelves program.
- We started giving out toiletry kits and gave out 198, along with 55 menstrual products.
- We gave out 299 Better Bucks!

EFCL YEAR IN REVIEW LINK:

<file:///C:/Users/hhansen/AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/JTUGXQ3Z/A%20Year%20in%20Review%20'21.pdf>

MAIN LIBRARY 2021 Recap:

- We welcomed 7 new staff members in 2021!
- We circulated 196,329 physical items, averaging about 239 items loaned per service hour.
 - Valued at over \$3,851,320.24 (not including Jan 2021).
- We satisfied 72,090 holds.
- We created 2,025 new library cards.
- We answered 21,160 questions (which averages to about 25 questions per hour of service).
- We hosted 188 programs and had 2,079 participants (about 11 participants per program).
- We accommodated 8,793 computer sessions.
- 18,147 wi-fi sessions were utilized.
- We handed out 501 Better Bucks.



TOURISM & VISITOR SERVICES

TOURISM – DECEMBER 2021:

SNOWPLAY RESPONSIBLE OUTREACH: Outreach was extensive and FUN!!!



LODGING METRICS:

- **Occupancy:** Up 18.7% over 2020
- **Average Daily Rate (ADR):** Up 38.8% over 2020
- **Revenue per available room (RevPAR):** Up 64.8% over 2020

December	2019	2020	2021	Diff
OCC	72.6%	60.2%	71.4%	+18.7%
ADR	\$105.81	\$96.65	\$134.17	+38.8%
RevPAR	\$76.77	\$58.14	\$95.83	+64.8%

In December, Flagstaff continued to shine as a destination that people want to explore, and this demand has kept the

tourism economy strong in our amazing mountain town. The accommodations industry in Flagstaff took a strong stance on rate again for the month of December as all areas were strong. This tells a story of very high demand for Flagstaff.

VISITOR SERVICES:

- **WALK-INS** still down compared to 2019, but increased from 2020
- **RETAIL** is up by 56%!!!
- **MODEL TRAIN:** Model Train ran 157 times in the month of October.

Visitor Center –December 2021

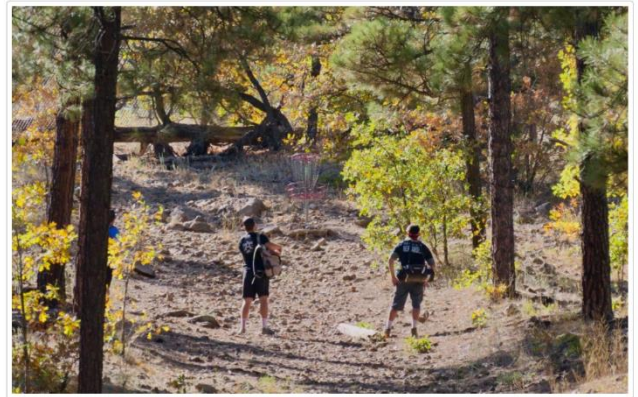
December	2019	2020	2021	+/- 2020	+/- 2019
Walk-ins	9,408	4,312	5,826	35%	-38%
Retail Sales	\$16,793	12,882	\$20,154	56%	20%

MEETINGS/EVENTS/CONFERENCES:

CONFERENCE/ROOMS LEADS/BOOKINGS:

- 1 Lead was sent out in the month of December for a total of 200 room nights and total estimated economic impact of \$49,800.
- **Flagstaff was selected as the destination for the Masters Disc Golf World Championships in July of 2023!**
- The CVB staff will work with the association and local disc golf club to send out official RFP and assist with site selection, the tournament will utilize disc golf courses throughout Flagstaff in addition to meeting space. Link to announcement <https://www.pdga.com/news/2023-pdga-majors-awarded>

2023 PDGA Masters Disc Golf World Championships



Thorpe Park is one of the courses in play for the 2023 PDGA Masters Disc Golf World Championships in Flagstaff, Arizona. Photo: John Schaffer

CONNECT SOUTHWEST: Staff attended Connect Southwest and had appointments with 30 meeting planners looking at the southwest regions for upcoming meetings/conferences.

TRAVEL TRADE:

MEETINGS/EVENTS:

- Visit Phoenix Annual Meeting
- Apple Leisure Travel Group Meeting
- 20 zoom appointments with Asia/Pacific travel companies through Brand USA
- Group Tour Media Webinar
- Created new content for Brand USA Global Marketplace Interactive Pod
- France/Belgium Sales Mission via Paris Rep – 30 appointments with travel companies

MARKETING & MEDIA:

- Trade Newsletter complete for January eblast
- BUSA Australia Spring content submitted
- Visit USA Australia December Newsletter *(Contents to the right w/attached image)*
- Confirmed THG Travel, UK Campaign

VISIT USA AUSTRALIA – DECEMBER 2021 NEWSLETTER FOR DISCOVER FLAGSTAFF

IT'S TIME TO CELEBRATE

There is much to be grateful for this holiday season as we look to a promising 2022. More restaurants and hotels will appear, while Lowell Observatory continues building their new Astronomy Discovery Center scheduled to open March 2023. Flagstaff added more trails around town, now totaling 58 miles (93 km) as our eco-friendly tourism destination counts down to carbon neutrality in 2030. New hotels arriving will include Aiden by Best Western, Hyatt Place, and the boutique High Country Motor Lodge. Others are renovating such as Whispering Winds and the Days Hotel. So many great things are on the horizon, and we can't wait to welcome our international friends. Festivals will be back in 2022, with more than thirty of them beginning in February with the "I Heart Pluto" festival, and leading into music, beer, science, culture, and Native American events throughout the year. Stay updated on all events at www.Flagstaff365.com. More than anything, we'd like to thank YOU – our customers, our partners, and our friends. **We are here for YOU. See you the New Year!** Contact us at VisitorCenter@FlagstaffAZ.gov

MARKETING & MEDIA RELATIONS:

MARKETING & MEDIA RELATIONS: (47 print articles and 485 digital articles.)

- December featured Flagstaff's winter wonderland, Arizona Snowbowl skiing, Discover Flagstaff's webcam and the New Year's Eve pinecone drop.
- Discover Flagstaff hosted Jennifer Broome in 2019, and we continue to receive earned media results with her platforms with the most recent program, The List. The List TV program broadcast the segment, "Small Town Ski Destinations" in 12 states with Flagstaff featured in the program reaching more than 200,000 viewers in our target destinations such as NV, FL, CA and AZ.
- Stories were published in the Washington Post, Airguide Business, The Herald Dispatch and the Associated Press.
- Digital included tripsavvy.com, gonomad.com and hundreds of news outlet websites around the nation covering New Year's Eve events.

Discover Flagstaff procured 46 stories and had 319 media assists in the month of December.

Print (circ: 1.4m/value: \$13k) Broadcast (reach: 15m/value: \$139K) Digital (reach: 202m/value: \$20m) International Coverage (circ: 389m/value: \$3.6M). December resulted in a 1200% increase in AVE compared to 2019 and a 45% decrease in REACH compared to 2019.

Here were some featured highlights:



KSAT-PHX (FOX)
US | Dec 29, 2021 • 7:58 AM

FOX 10 Arizona Morning @ 7am

Inches there in **downtown flagstaff**. They've got more than a foot up on top of the mountain. So let's go to **downtown flagstaff** this morning.



downtown flagstaff

KVVU-PHX (ABC)
US | Dec 30, 2021 • 12:12 AM

Nightline

to new year's eve plans for thousands of arizona is the annual **pine cone drop** in **flagstaff** has now been canceled. This is what it looks like



pine cone drop, flagstaff

Please enjoy the article mentions below:

Discover Flagstaff: <https://grouptourmagazine.com/6115-discover-flagstaff/>

The Romantic Arizona Getaway That's Perfect For A Chilly Weekend: <https://www.onlyinyourstate.com/arizona/chilly-weekend-getaway-az/>

The 9 Best Northern Arizona Hotels (Best for families Little America/Jill Schildhouse hosted): [9 Best Northern Arizona Hotels in 2022 \(tripsavvy.com\)](https://tripsavvy.com)

Three Mind Blowing Flagstaff National Monument Parks (Noreen Kompanik hosted): <https://www.gonomad.com/193954-arizonas-remarkable-monument-parks/>

The 12 Best Breweries in Arizona to Grab a Beer: <https://www.wideopeneats.com/best-breweries-in-arizona/>

Selfies with Santa at Arizona Snowbowl: Here's when to get a photo with him on the slopes: [Arizona Snowbowl: Selfies with Santa and other Christmas fun \(azcentral.com\)](#)

9 Unique Sites You Wouldn't Expect To Find In Arizona: [9 Unique Sites You Wouldn't Expect To Find In Arizona - TravelAwaits](#)

Flagstaff hotel cancels pinecone drops due to virus threat: [Flagstaff hotel cancels pinecone drops due to virus threat – USA Breaking News](#)

WEBSITE:

Analytics compare 2021 to pre-COVID 2019:

- Domestic site visits increased 46% with the top performances from the following origins: AZ up 64% (Tucson was up 114%), CA up 7.3%, Texas up 57.8%, Nevada up 152%, and NM up 61% and CO up 28%. FL continues to resonate and was up 20%.
- Organic search increased 85%
- Strongest performing pages: Webcams increased 75%, winter events/holidays increased 33%, things to do increased 14%, and where to stay increased 228%.
- 208 Visitor Guide requests and more than 100 opt-in email requests
- Nearly 2,000 outbound links to partners.
- Looking ahead, the following content will be optimized: AZ Beer Week/breweries, winter events and Valentine's Day.

EMAIL CAMPAIGN:

Email campaign benchmarks are set at 17% open rate and 3% CTR by trustworthy sources such as Mail Chimp and Campaign Monitor. The Flagstaff Local email campaign will reach its year anniversary in February 2022, when I can then begin reporting on YoY comparisons.

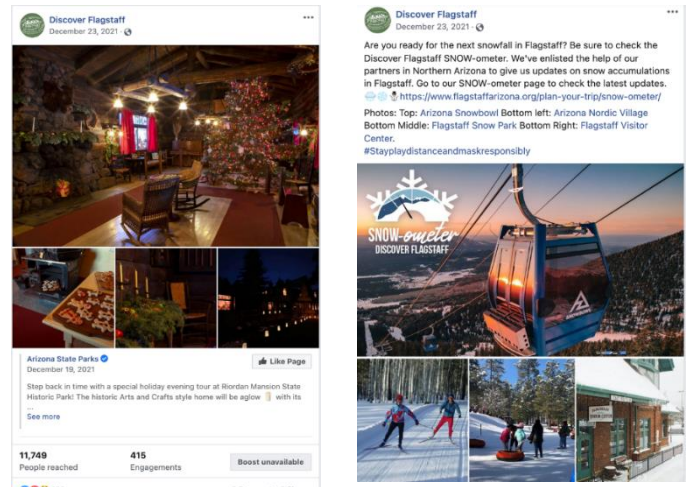
- The December email drip was sent to our master list of 18,328 contacts with a heavy focus on holiday and winter related activities.
 - Year-over-Year comparison
 - December 2020
 - Reach 12,089
 - Open 29%
 - CTR 2%
 - December 2021
 - Reach 18,328
 - Open 44%
 - CTR 2%
 - MoM Comparison to November 2021
 - There was a 29% increase in open rate and click-through rate remained flat at 2%. Hoping a new layout and adding more links to improve click-through with the new algorithm decreasing overall click-through reporting.
- The Flagstaff Local e-newsletter continues to perform strongly with people continuously scrolling to the bottom of the newsletter, with the click-through rate to prove it. The open rate improved MoM, as did the CTR. A send-time of 9am is performing the strongest over any other launch time for this email campaign. Content focused on Winter donations
 - December 2021
 - Open rate 44%
 - Click-through rate 1%

- MoM Comparison to November 2021
 - Open rate 40%
 - CTR 2%
- MoM 42% increase to open rate and 100% increase to CTR
 - CTR decreased, still working on adding more links to the email to generate higher click-through after the new algorithm decreased overall CTR.
 - I'm attributing lower click-through to the holiday season and people likely traveling or socializing rather than checking email.

SOCIAL MEDIA:

Analytics compare 2021 to 2020 and pre-COVID 2019 (Looking at MOM rather than YOY):

- Facebook has declined in monthly likes for 2021 (168) in comparison to both 20 (498) and 19 (3,257) but has grown in follows on both Flag Local and Flagstaff 365.
- YouTube grew in 2020 (26,825) from 2019 (22,588) with the holiday video produced in 2020 but declined in 2021 (21,116).
- Instagram declined in 2020 (1,206) from 2019 (2,241) and came back in 2021 (1,957).
- Twitter impressions are down significantly for 2021.
- Flagstaff 365 Page views have grown by 22% and the Discover Flagstaff Events page has grown by 173% since 2020. When compared to 2019 the page views are down by 45% and the events page has grown by 150%.



CREATIVE SERVICES:

ADVERTISING:

- **HIGHLANDS LIVING ADVERTORIAL:** Designed the Highland's Living advertorial layout for February featuring Beer Week
- **GIVING ADVENT BOX ADVERTISING:** Created the Giving Advent Box/Gift Card print and digital ads for the AZ Daily Sun
- **AIRPORT ADVERTISING:** Updated the Airport print and digital ads for the AZ Daily Sun
- **STAYCATION ADVERTISING:** Designed Stay and Play More/Staycation Day ads for local print and digital ads in January
- **WEBSITE:** Updated the Great Pinecone Drop page and fixed broken links on the web cam page, shifted messaging when event was canceled.
- **WINTER WONDERLAND:** Created cards to promote snow globes by local artist George Averbeck at the Visitor Center
- **SNOW-OMETER:** Created graphics for the snow-ometer sweepstakes
- **DIGITAL ADS:** Created digital ad campaigns (9 banner sizes each campaign) for January **Datafy** supporting: Airport flights-Dallas, Denver and Verde Valley markets, Snow-ometer, Stay & Play More Staycation, Winter Recreation Snowplay Map, CCA music concerts (Flagstaff 365) and Winter Wonderland skiing.



TOURISM – Year Highlights:

AZ GOVERNOR'S CONFERENCE ON TOURISM: Staff attended the annual conference in-person and received two awards – **1) Best Tourism Partnership Rural Award for PLEDGE FOR THE WILD** in partnership with Flagstaff Trails Initiative and **2) Tourism Best of Service Crisis Response Award with Canyon Diablo Distillery** for transforming distillery manufacturing into making hand sanitizers and delivering to the reservation during COVID.



TOURISM METRICS: **OUTSTANDING YEAR END FIGURES!**

- **Occupancy:** 73.3% for the year
- **Average Daily Rate (ADR):** \$122.66 for the year
- **Revenue per available room (RevPAR):** \$89.96 for the year

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
'21 Occ	53.1%	57.8%	79.3%	76.8%	76.6%	87.2%	80.4%	69.2%	74.8%	77.4%	70%	71.4%	73.3%
'20 Occ	59.8%	57%	46.3%	22.8%	45.4%	65.3%	68.1%	71.5%	71%	78.2%	60.5%	60.2%	58.5%
'21 ADR	\$96.50	\$96.73	\$112.89	\$117.34	\$124.68	\$136.33	\$137.75	\$126.89	\$130.76	\$130.99	\$110.58	\$134.17	\$122.66
'20 ADR	\$87.17	\$84.36	\$82.41	\$56.6	\$69.43	\$82.8	\$95.75	\$100.90	\$99.48	\$101.22	\$86.39	\$96.65	\$90.08
'21 RevPAR	\$57.72	\$55.90	\$89.56	\$90.15	\$95.49	\$118.92	\$110.72	\$87.78	\$97.81	\$101.32	\$77.45	\$95.83	\$89.96
'20 RevPAR	\$46.28	\$48.11	\$38.18	\$12.91	\$31.51	\$54.06	\$65.24	\$72.17	\$70.62	\$79.14	\$52.31	\$58.14	\$52.71

VISITOR CENTER:

- **VISITORS:** Staff assisted **98,379 visitors** for an increase of 51% over 2020 and a decrease of 32% compared to 2019.
- **RETAIL SALES:** The retail total was **\$295,931**, an increase of 71% over calendar year 2020 and a 2% increase over 2019 sales.

TOURISM MONTHLY COFFEE KLATCH:

The Discover Flagstaff team hosted 11 monthly meetings. This meeting offers industry partners a place to gather (this year virtually) to hear more about what the team is doing to market the destination and offered a stakeholder roundtable. At the end of each meeting, staff pre-arranged for attendees to pick up coffee or a pastry (on us!) at one of our many local coffee shops. This gathering happens the second Friday of each month at 8:30 a.m. *If you are interested in joining us, please reach out to Carrie Nelson at cnelson@flagstaffaz.gov.*



INTERNATIONAL TRADE/MEETINGS/EVENTS/CONFERENCES:

INTERNATIONAL TRAVEL TRADE:

- **Marketing:** Worked with nine publications to further our international trade messaging
- **Newsletters:** Sent and participated in over 10 Newsletters
- **Travel/Trips/Zoom Appts.:**
 - Governor's Conference on Tourism
 - IPW Las Vegas
 - Brand USA Travel Week/London – 35 appts
 - France/Belgium Sales Mission
 - Brand USA Zoom Appts – India/Asia – 21 appts
- **Analytics:** 1,213 Views on Discover Flagstaff Website Trade Pages

MEETINGS/EVENTS/CONFERENCES:

- **Conference/Room Leads:** Staff sent out 21 leads for a total of 5,541 room nights and estimated economic impact of \$1,379,708.
- **Conference Sales Conference/Trade Shows attended: 6**
 - Connect West
 - Destination West
 - Arizona Governor's Conference
 - Small Market Meetings Conference
 - AzSAE Leadership Forum
 - Connect Southwest

MARKETING & MEDIA RELATIONS:

Marketing and Media Relations produced **4,444 print and digital articles** mentioning Flagstaff with a total circulation/reach of 8.7 billion and publicity value of \$99 million;

1,872 total broadcast programs mentioning Flagstaff with a total reach of 159 million and publicity value of \$1.5 million;

2021 reported a **25% increase in publicity value** and a 16% decrease in circulation/reach across all media platforms compared to 2020.

discoverflagstaff.com stats:

DiscoverFlagstaff.com CY metrics								
	Sessions	% of increase	Page Views	% of increase	Time on Site	% of increase	Most visited pages	Top growth markets
2021	1,321,079	19%	2,310,083	36%	1:40	11%	Things to Do increased 48%, visitor guide requests increased 7%, festivals increased 117%	Arizona +47.6%, CA +20%, NV +69.8%, FL +21.6%, WA +38.5%
2020	1,108,388	3%	1,703,318	-12%	1:30			

SWEEPSTAKES:

- 11 total sweepstakes took place in 2021
- Festival sweepstakes – 9 total (this is usually done in one festival sweepstakes but with the uncertainty after COVID we chose to run the festival sweepstakes on a per-festival basis)
- 2021 Total reach – 22k+
- 2021 Total entries – 4k+

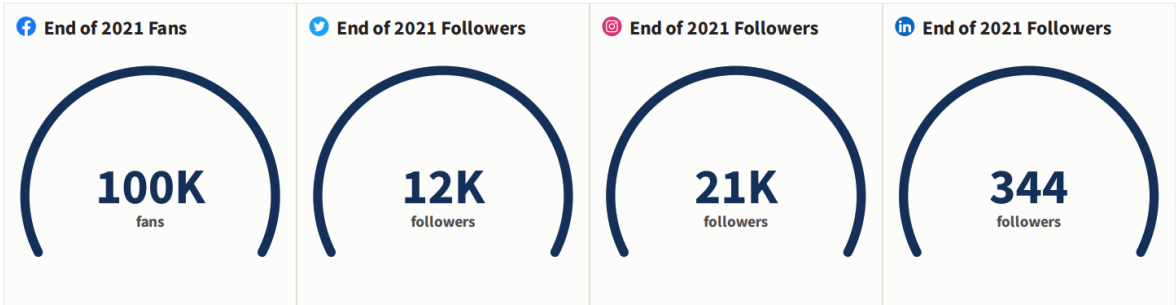
EMAIL CAMPAIGNS:

- Discover Flagstaff
- Total sent 18 (some had one focus and were sent to the master list, and some were sent to separate lists based on interests like dining, outdoors, and likely overnight stayers)
- Distribution list total – 18,571
- Open Rate..... 31%
- (8% above industry standard)
- Click Rate.....
- 2% (1% above industry standard)

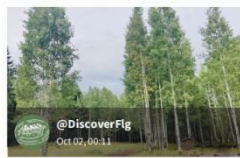
FLAGSTAFF LOCAL – MY ACTIONS MATTER CAMPAIGN:

- Total sent 11
- Distribution list total - 830
- Open Rate 27%
- (4% above industry standard)
- Click Rate..... 2% (1% above industry standard)

SOCIAL MEDIA:



Top tweets > Engagement Rate

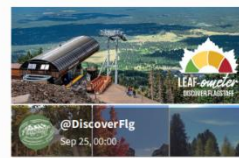


@GTF0AZ @NWSFlagstaff @CityofFlagstaff
No big change reports on the mountain but after a coldsnap this week look to some

15.69% engagement rate

@DiscoverFlag
Oct 12, 19:57
@BruceWinchell3 @cerretanews
@SedonaChamber #LEAFometer

12.9% engagement rate



Waiting for a peek at the fall leaves? Check the Discover Flagstaff #LEAFometer. <https://www.flagstaffarizona.org/leafometer>

9.26% engagement rate



The Heritage Festival and Native Art Market is a month-long celebration extending across four weekends in July. Enter for a chance-to-

494 clicks



Pickin' in the Pines Bluegrass & Acoustic Music Festival is not far away. 3 days of music, jamming, camping, workshops, band

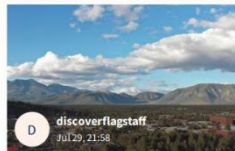
387 clicks

Top posts by Likes in 2019



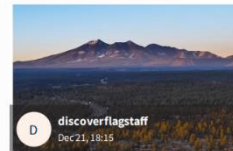
As we enjoy #labordayweekend give pause for the meaning of Labor Day: a public holiday or day of festivities held in honor of

914 likes



Flagstaff in the news, "Beer News" that is... read more from San Diego Beer News - An established craft culture gives the City of

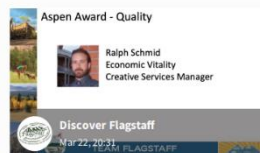
862 likes



Happy Winter Solstice! Photo from @mattspix84. To support the great outdoors of Northern Arizona simply text WILD4FLAG

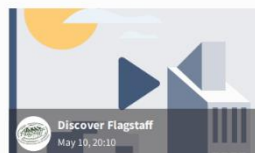
790 likes

Top Posts by Reactions in 2019



The City Manager's Excellence Awards were announced last week and among the winners was Discover Flagstaff's Creative Services

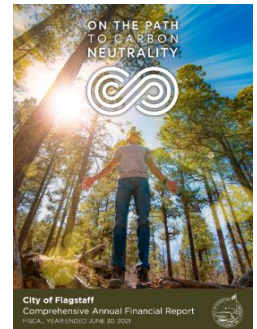
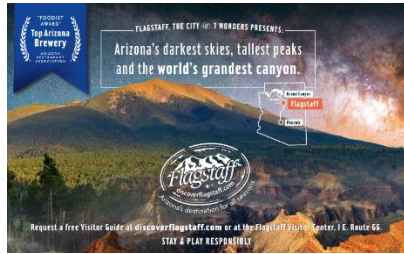
24 reactions



The city teams at Discover Flagstaff and Flagstaff Sustainability got some friends together and completed a clean-up SERVICE DAY west of the

17 reactions

CREATIVE SERVICES (Not nearly an exhaustive display):



STAY, PLAY & HOLIDAY RESPONSIBLY
discoverflagstaff.com

